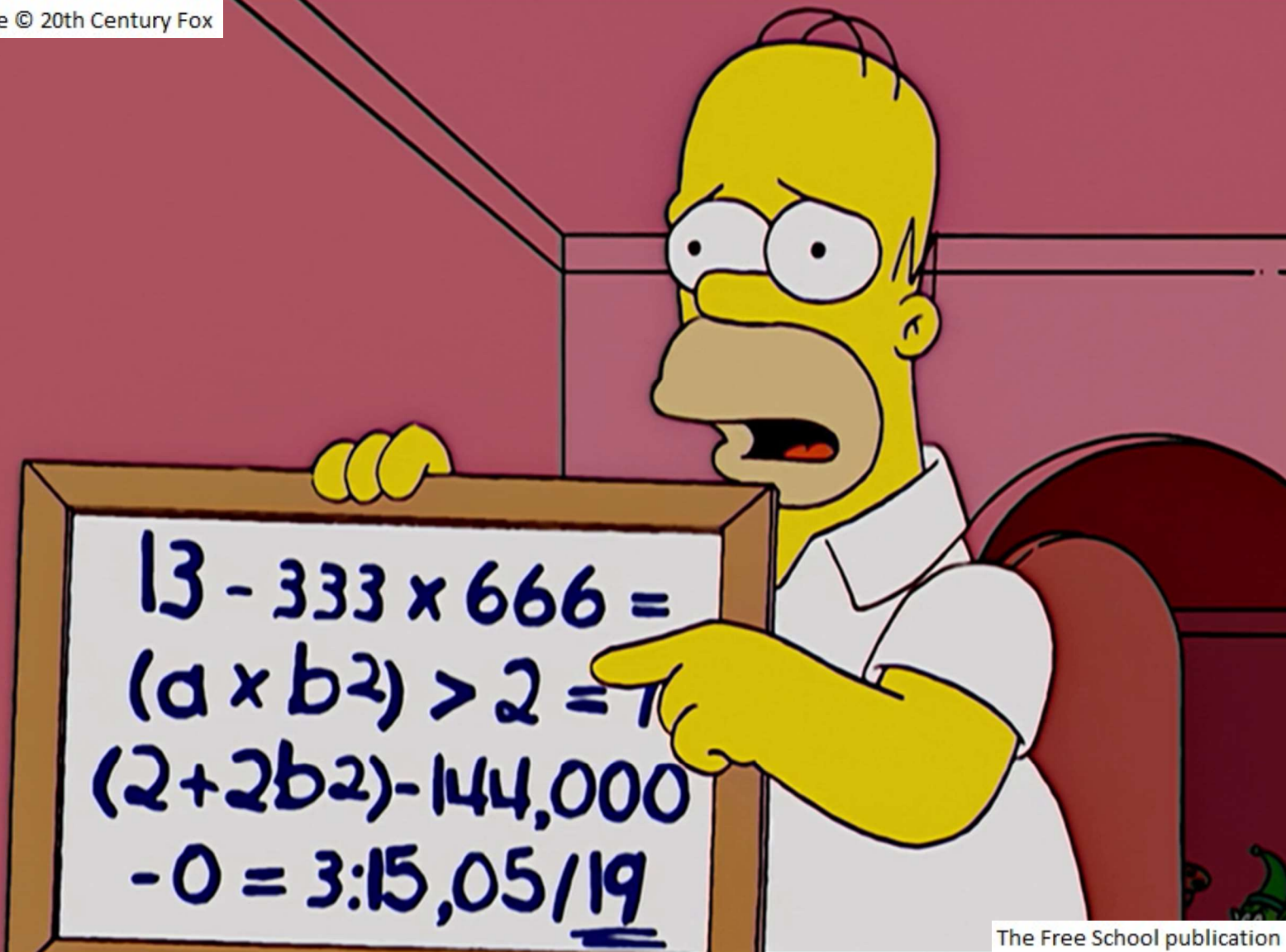


# 666

Image © 20th Century Fox



The Free School publication

# Phenomenon

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Holds a Doctorate in Social Sciences from the University of Sydney.

This educational book is not for sale. It offers instruction in the research methods sub-field 'Phenomenology: Cultural Studies'. Images in this text acknowledge sources. 20<sup>th</sup> Century Fox own the © image on the cover. Royalty free use is claimed under the fair illustration purposes in education. The picture on the cover illustrates the 666 phenomenon in famous cultural media. This image is from *The Simpsons*, 'Thank God, It's Doomsday', Season 16, Episode 19 in 2005.

The goal of this preliminary draft is to obtain feedback, so that I may revise a second edition and credit contributors. I am grateful to receive feedback about errors and ideas from any source. You may e-mail the author at [jay@journalistethics.com](mailto:jay@journalistethics.com)

This book has no sponsors, contributor or editors. All opinions are those of the author.

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# Launch



© 20<sup>th</sup> Century Fox: The Walt Disney Company

The Simpsons

Treehouse of Horror XXVI

Episode 579 in 2015.

**An example of numbers in tele-media.**

This book is about a phenomenon that overtly exists in various public spaces such as YouTube video presentations, websites and memes posted on social media platforms such as Twitter. Content creators and their supporters claim that number 666 is found in numerous content that is accessible in public domains. Most of this content is trademarked and copyrighted.

This book classifies these content into seven distinct formats: numerals, text, symbols, images, performances, words and composites. This section defines these terms and offers a simple supporting illustration. The reader does not need to have a highly flexible creative imagination to follow the claim that a 666 representation can be seen in the content.

The next section explores four types of corporate logos that ostensibly contain overt and covert 666 representations. These include the logos of government entities, multinational corporations, non-governmental organizations and small business. I support each illustration example with discussion from an independent party who brings the issue of 666 to the forefront of analysis. The samples that I explore are representative of numerous others that exist in public domains.

The next section explores three popular explanations that aim to make sense of this phenomenon. Section four briefly outlines other numbers and symbols that I plan to examine in forthcoming publications. I summarize discussion in the final section of this booklet.

## Numerals

The adjective-noun ‘numerals’ refers to numbers. Most Western writers use the Western Arabic number system. This system contains 10 base numerals: 0 and 1, 2, 3, 4, 5, 6, 7, 8, 9. Higher numbers are categorized in multiple of tens, *i.e.* tens (10-99), hundreds (100-999), thousands (1,000-9,999), tens of thousands (10,000-99,999) and so on. Number 666 belongs to the ‘hundreds’ numerical categorization.

Roman Numerals is a well-known example of an alternative number system. Roman Numeral representation [DCLXVI](#) equates to number 666 in the Western Arabic numeral system. Hereafter, this book only quotes numerals using the Western Arabic number system.

This image below is an example of content that overtly contains number 666 on a t-shirt.





## Text

Most messages in this book are communicated via the written form of the English language. This includes words, sentences and paragraphs. For most people, the English language alphabet is self-explanatory. It contains 26 letters: A to Z.

Number 666 in words is written 'six hundred and sixty six'. This image below is an example of content that overtly contains number 666 in text form.

[https://www.imdb.com/title/tt0480849/?ref\\_=ttmi\\_tt](https://www.imdb.com/title/tt0480849/?ref_=ttmi_tt)

FULL CAST AND CREW | TRIVIA | USER REVIEWS | IMDbPro | MORE  SHARE

 **Six Hundred and Sixty-Six** (1972)

1h 29min | Drama, Sci-Fi | 1972 (USA)



A group of people inside an underground complex which possesses high tech computers which tracks world events consider all options as nuclear war is at hand, air supplies may last only eight days and Biblical prophesy unfolds.

**Director:** Tom Doades  
**Writer:** Marshall Riggan  
**Stars:** Joe Turkel, Byron Clark, John O'Connell | [See full cast & crew »](#)

[+ Add to Watchlist](#)

Reviews  
1 user



IMDB (2019)

## Symbols

The Merriam-Webster Dictionary (2019) defines 'symbol' per this *verbatim* copy and paste:

**“1:** an authoritative summary of faith or doctrine : **CREED**

**2:** something that stands for or suggests something else by reason of relationship, association, convention, or accidental resemblance

*especially:* a visible sign of something invisible

*the lion is a symbol of courage*

**3:** an arbitrary or conventional sign used in writing or printing relating to a particular field to represent operations, quantities, elements, relations, or qualities

**4:** an object or act representing something in the unconscious mind that has been repressed *phallic symbols*

**5:** an act, sound, or object having cultural significance and the capacity to excite or objectify a response”[.]

This image below is an example of a hand symbol that contains number 666.



minagirl78 (2016)

This image above shows how number six can be found three times within one hand signal. It is not clear from this image if there is intent from the owner of this hand to communicate this number. If there is no intent, then the existence of 666 may exist only in the mind of a person or people who are not making that hand signal; *i.e.*, those who are witnessing this hand gesture.



## Mouthing

A person can use their mouth to communicate number 666. This can be done in various ways such as talking, whispering, lip-synching, mumbling and singing.

This video below is an example where the speaker talks about number 666 in a documentary.



This video below is an example where lyrics sung by an artist mention number 666. An extract of this song's lyrics appears below this YouTube image extract.

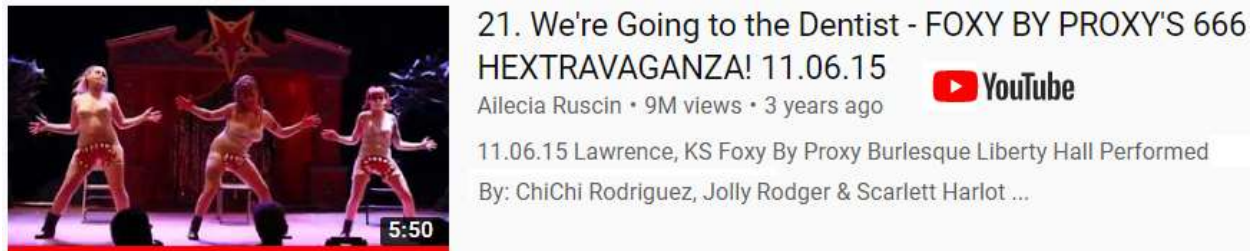


"666 the number of the beast  
Hell and fire was spawned to be released"

Song writer: Steve Harris.

## Performing and Visual Arts

Art directors can visually create and display images of number 666 by shaping people and other living beings (*e.g.* dogs) in this form. This image below may be an example (Ruskin, 2016).



These three performers may incorporate 666 into their routine, as suggested by the video title.

According to established British newspaper *The Sun* (2017), this promotion image is authentic.



© Bettman in The Sun.

## Cryptic

References to number 666 may be coded, in a similar vein to the concept of cryptic crosswords.

Using search engines, readers can find numerous stories that theorize that the proper noun 'World Wide Web' (WWW) is a cryptic representation of number 666. It can be decoded by mapping the English language alphabet to the character system of Modern Hebrew. The corresponding letter for English letter W in Hebrew is Vav. This image shows this correspondence.



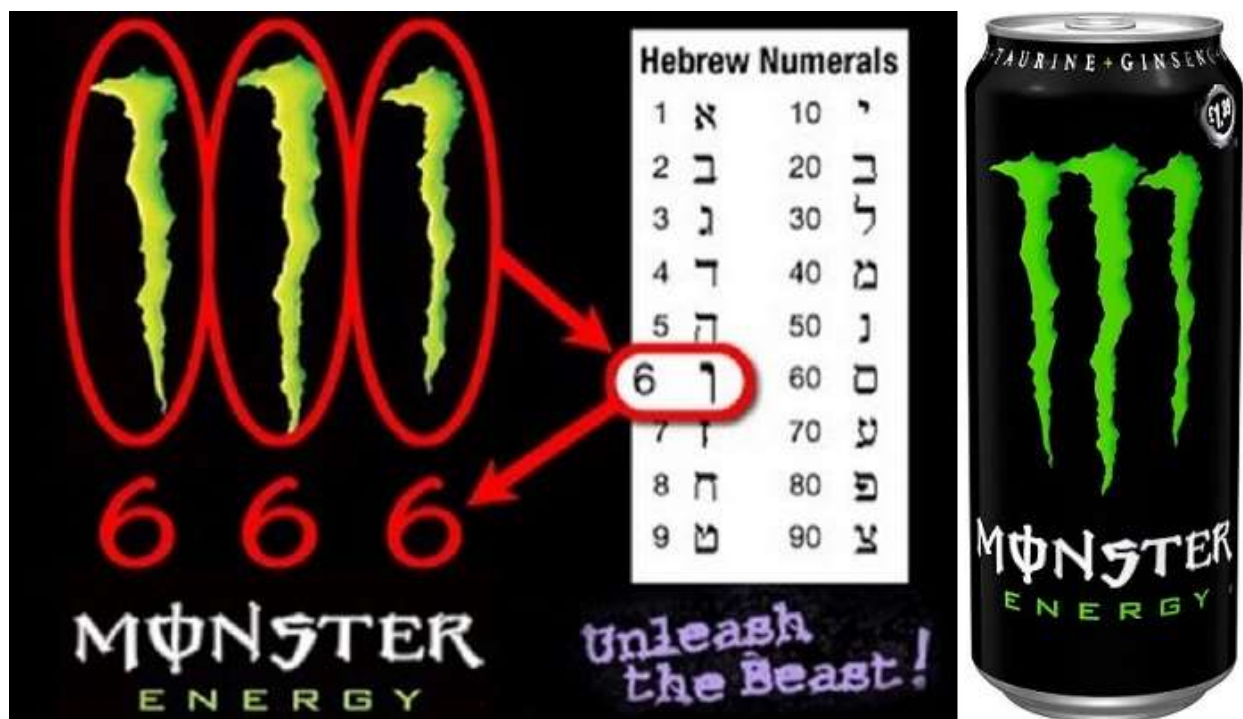
Art by Carlos.S [americaslastdays.blogspot.com](http://americaslastdays.blogspot.com)

Vav is the sixth letter in the Modern Hebrew alphabet. WWW therefore translates to 666.

## Composites

The six illustration examples discussed on the previous six pages, *i.e.*: numerals, text, symbols, mouthing, performances and cryptic formats overlap in most cases to some degree. Most illustrations of number 666 symbol are an intersection of at least two formats.

This Monster Energy Drink 666 meme is easy to find on the Images option of search engines.



Oriental Times (2017)

Are you able to follow the logic of the argument put forward in the meme above? How many of the seven illustration methods discussed in this chapter can you decipher in the image above? Perhaps the number is zero. Or another number from 1 to 7. Are you aware of other methods that people can use to communicate number 666 or other numbers?

# Logos



© 20<sup>th</sup> Century Fox: The Walt Disney Company

The Simpsons

‘Bart Star’

Season 9, Episode 6 in 1997.

**Numbers are pervasive in animated media.**

## Claims: 666

This chapter explores a selection of popular claims made by other parties that number 666 is found in corporate logos. I demonstrate one logo per page. Many of these images are globally famous. I offer zero to minimal commentary to introduce these copy-and-paste *verbatim* images.

The goal of this section aims to encourage free-willed readers with inquiring minds to form their own conclusions. All images are extracted out-of-context to varying degrees. I provide the reference under each image and in the references section of this document for most data. I urge readers to consult the original source. It is possible that some sources may have been revised after the publication date of this image, *i.e.*, after I extracted the image from the source.

This section sorts images by entity. The types that I explore in order are a government body, multinational corporations, non-governmental organizations (NGOs) and a small business.

The concluding section of this chapter features a focused case study on the mysterious CERN institute based in Switzerland. This disturbing case study is worthy of special attention. The CERN logo proudly and overtly boasts number 666 in its design. Moreover, CERN was awarded a unique Nuclear ICANN domain. Super-secretive CERN fancies itself as the sole custodian of a monopoly Quantum Financial System that will control global computing and a global digital currency.



## Ottawa Council

### Original logo



Ottawa Council (2019)

This is a public discussion example about this logo.

Ottawa, a city known for its diversity, adulterous population, political power and its constant flaunting of the mark of the beast—666. If you were take a stroll through the ByWard market you're likely to see a couple of things: historic buildings, many homeless, an abundance of shawarma spots and the newest City of Ottawa flag—which suspiciously looks like triple sixes. When one takes a closer examination of our fine city's newest flag you can't help but come to the conclusion that the flag is indeed 6-6-6. This is a very a troubling, but rather undeniable truth.



[www.daniellemagazine.ca/the-city-of-ottawa-the-666-connection-with-lucifer/](http://www.daniellemagazine.ca/the-city-of-ottawa-the-666-connection-with-lucifer/)

Source: Danielle Magazine (2019)

## Google Chrome

### Original logo



© Google

### Analysis



Jjyeshua (2017)

## Walt Disney



Scaroni (2019)

## Vodafone

### Analysis



Gav England (2019)

### Additional analysis



Desmotivaciones (2011)



## Taco Bell

### Original logo



© Taco Bell

### Analysis



Illuminati Symbols (2019)

## Fox

### Original logo



© Fox

### Analysis



1	2	3	4	5	6	7	8	9
A	B	C	D	E	F	G	H	I
J	K	L	M	N	O	P	Q	R
S	T	U	V	W	X	Y	Z	

F = 6

O = 6

X = 6

F O X

6 6 6

Above Top Secret (2019)



## The National Lottery

### Original logo



© TNL

### Analysis



## Cadbury

### Original logo



### Analysis



[exposingthematrix.blogspot.com/2012/05/666.html](http://exposingthematrix.blogspot.com/2012/05/666.html)

## Coca Cola

### Original logo



© Cola Cola

### Analysis



Vesselanaw (2019)

## Procter & Gamble

### Original logos

### The Procter & Gamble Logo Then and Now

August 20, 2009

What would people think of the **Procter and Gamble** brand if the company still used its original logo created when the company launched in 1951? Take a look at the original logo compared to the current logo below.



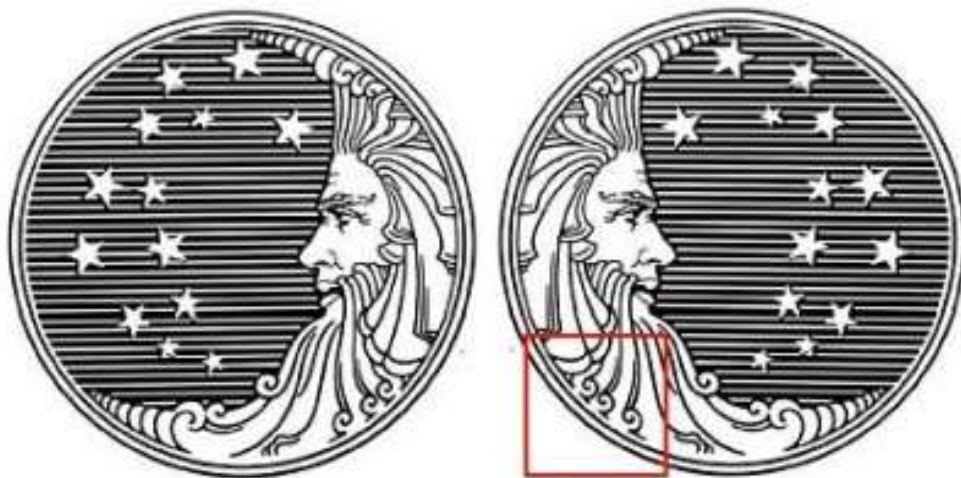
**P&G**

NEW LOGO

[www.corporate-eye.com/main/the-procter-gamble-logo-then-and-now/](http://www.corporate-eye.com/main/the-procter-gamble-logo-then-and-now/)

© Procter & Gamble (Logos)

### Analysis



Procter & Gamble - legacy logo and it's mirror image  
Beast Numbers 666 and 13 stars (fallen angels)  
two horns of false prophet - Crowley's blinds of obfuscation

Schlenker (2014)

## Dreamcast

### Original logo



### Analysis



Art by [markbeast666.blogspot.com](http://markbeast666.blogspot.com)

## Trilateral Commission

### Original logo



© Trilateral Commission

### Analysis



*The logo for the Trilateral Commission (Zionist entity of the New World Order) contains a 666. Each arrow when separated from the logo is a 6, making 666. David Rockefeller created this organization, based in the United States, to soften America to the New World Order. Commission members include senators, congressmen, President Clinton and many members of his cabinet. Other presidents have also been members.*

Wake up Call (2018)



## American Medical Association

### Original logo



© AMA

### Analysis



Art by [markbeast666.blogspot.com](http://markbeast666.blogspot.com)

## Author's contribution

### Radiant Physics

This low-key consultancy firm has been active in publishing information about Malaysian Airlines Flight MH370. Flight MH370 mysteriously disappeared with 227 people onboard in 2014.



© Radiant Physics

### Logo's non-text component expanded and isolated



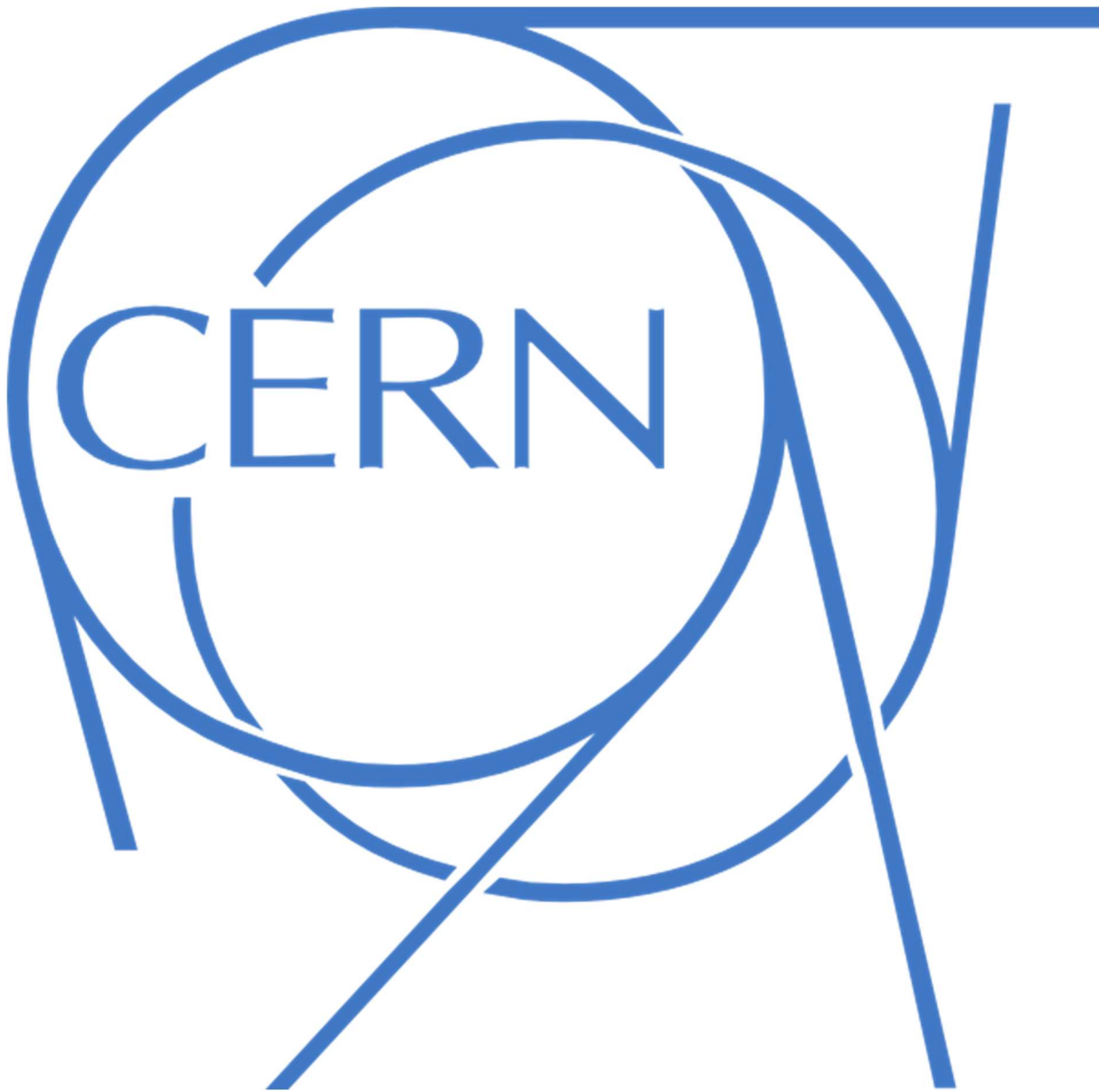
Dr. Iannello attended the Massachusetts Institute of Technology (MIT), and holds the SB, SM, and ScD degrees in Nuclear Engineering. He received his three degrees in 6.5 years.

[radiantphysics.com/team/](http://radiantphysics.com/team/)

## CERN 666

This feature section mostly embeds images and text from other sources. I encourage people to use these independent outlets as an avenue for free-willed inquiry.

### Original logo



© CERN

## Analysis



Politocult (2011)

**Ladies and Gents,**

Welcome to the front entrance of CERN, Switzerland.



Audrey Smalling

Answered Jan 3, 2018



Cern supports Shiva, a Hindu Deity. Shiva is also known as the destroyer. Lord *Shiva* is the destroyer of the world, following Brahma the creator and Vishnu the preserver, after which Brahma again creates the world and so on.



This is the statue of Shiva outside of Cern. The flames are known as the Flames Of Destruction, or Agni. The dance the smiling Shiva is performing is the Tandava, the cosmic dance which destroys the universe. The flaming halo that is around him represents time and is shown as a circle to symbolize the Hindu belief that it is both cyclical and without end. The energy and ... (more)



These images are from CERN's opening ceremony in 2016 (BBC, 2016). CERN fancies itself as the monopoly controller of a Quantum Financial and Computing System that will lead world affairs.



Getty



EPA/BBC





BBC (2016)



OOWK Media (2016)

CERN: Horns are popular



An all-white dancers' affair?



RT (2016)



# Lore



Image: Irish Times (2018)

© 20<sup>th</sup> Century Fox: The Walt Disney Company

**Numbers galore in animated media.**

## Learning

This section briefly explores three major factors that may explain why some public commentators claim that number 666 is overtly or covertly displayed in the logos of corporations and other entities. These explanations, as I term them, are luck, lucky and Luciferian causes.



© General Mills

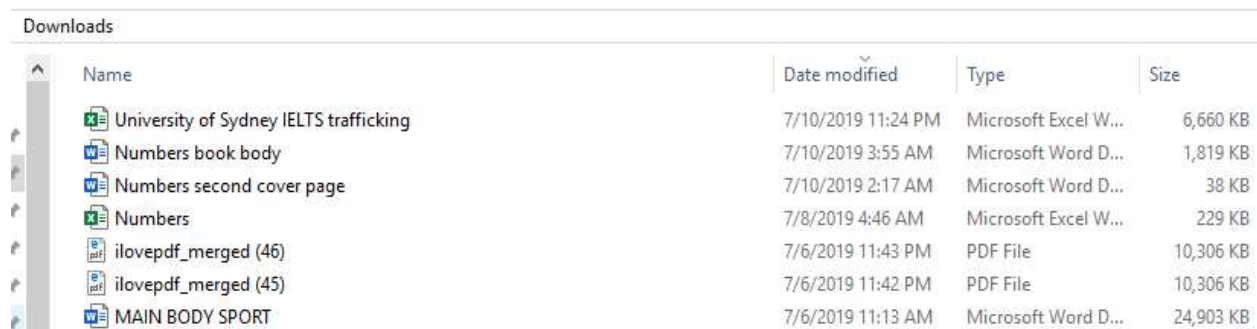
The loopy blue logo for General Mills appears in the top left corner of the above image.

## Luck

There are trillions of numbers that exist on this planet. Some are relatively new creations such as this book's pagination numbers. Others are ancient, such as numbers carved on stones that are found in Greece. New combinations and permutations of numbers are created every millisecond. Examples include scores awarded by sports judges and price changes made by storekeepers.

Given the colossal totality of numeric permutations and combinations, it is inevitable that number 666 randomly appears in various contexts. For example, a manufacturer may decide to increase wholesale prices, effective tomorrow, by 10%, to absorb supply cost inflation. A small glass flowerpot that wholesales for \$6.05 today, will cost their retail customers \$6.66 tomorrow. The creation of this sequence, \$6.66 was not purposefully created in terms of repetition.

A quick search of my notebook caused me to find a file with a 666 series in just 15 seconds.



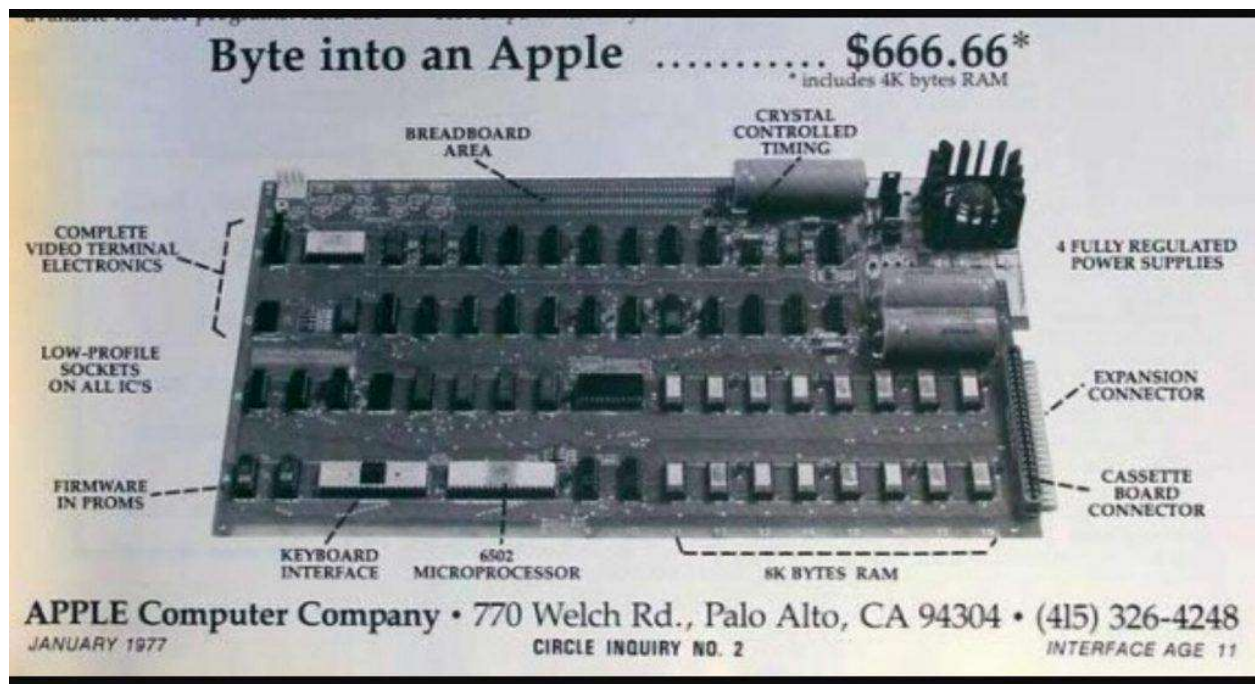
Name	Date modified	Type	Size
University of Sydney IELTS trafficking	7/10/2019 11:24 PM	Microsoft Excel W...	6,660 KB
Numbers book body	7/10/2019 3:55 AM	Microsoft Word D...	1,819 KB
Numbers second cover page	7/10/2019 2:17 AM	Microsoft Word D...	38 KB
Numbers	7/8/2019 4:46 AM	Microsoft Excel W...	229 KB
ilovepdf_merged (46)	7/6/2019 11:43 PM	PDF File	10,306 KB
ilovepdf_merged (45)	7/6/2019 11:42 PM	PDF File	10,306 KB
MAIN BODY SPORT	7/6/2019 11:13 AM	Microsoft Word D...	24,903 KB

I was deeply intrigued to learn that this digital file contained 666. I have tens of thousands of files stored on my 256 Gigabyte hard drive. I was therefore not surprised to locate a 666 number.

## Lucky

Millions of people have a lucky number. Number 7 is a clique lucky number, as is 777, which repeats this lucky single digit number. Some people consider a horseshoe to be a lucky charm.

Many people blatantly inform others that number 6 or 666 is their lucky number. According to Apple folk lore, the late Steve Jobs considered recurring numbers of 6 to be a lucky price to set for the sale of one of Apple's first-generation computers. For Jobs, there was no reason, *per se* why 6 was a lucky single digit number. He believed that repeating the same single digit base number would maximize the chances of commercial success.



Price tag \$666.66 was also likely close to the profit maximizing price. Apple probably resisted temptation to set a price such as \$111.11 as this would have generated losses on a mass scale.



## Lucifer

According to fables and some serious sources, 666 is a Luciferian number. It is the 'Mark of the Beast', which is a widely recognized proper noun. According to Bible Gateway (2019), these passages from the Old Testament and New Testament contain references to number 666

[https://www.biblegateway.com/quicksearch/?quicksearch=666&qv\\_version=NIV](https://www.biblegateway.com/quicksearch/?quicksearch=666&qv_version=NIV)

---

### Bible search results

<b>1 Kings 10:14</b>	[ <i>Solomon's Splendor</i> ] The weight of the gold that Solomon received yearly was <b>666</b> talents, <a href="#">In Context</a>   <a href="#">Full Chapter</a>   <a href="#">Other Translations</a>
<b>2 Chronicles 9:13</b>	[ <i>Solomon's Splendor</i> ] The weight of the gold that Solomon received yearly was <b>666</b> talents, <a href="#">In Context</a>   <a href="#">Full Chapter</a>   <a href="#">Other Translations</a>
<b>Ezra 2:13</b>	of Adonikam <b>666</b> <a href="#">In Context</a>   <a href="#">Full Chapter</a>   <a href="#">Other Translations</a>
<b>Revelation 13:18</b>	This calls for wisdom. Let the person who has insight calculate the number of the beast, for it is the number of a man. That number is <b>666</b> . <a href="#">In Context</a>   <a href="#">Full Chapter</a>   <a href="#">Other Translations</a>

---

People can find other popular references to number 666 using search engines such as Bing Images. Most readers will probably get the most out of this document if they are critical of this book's content and conduct their own free-willed research. The link for Bing Images is accessible as this web address: <https://www.bing.com/images/> .

# Looming



© 20<sup>th</sup> Century Fox: The Walt Disney Company

The Simpsons

Thirty Minutes over Tokyo

Season 10, Episode 23 in 1999.

$10 + 23 = ?$

**Signage numbers frequently appear in animated cultural media.**

## Forthcoming

This section briefly introduces a few numbers and images that I plan to write about in the coming weeks, months and years. How soon I write about these phenomena are partially dependent on feedback received from readers of this book and other sources. Any person may write to me if they would like a dedicated free book written on any of the phenomena discussed in this book/chapter, or other events. My email address is [jay@journalistethics.com](mailto:jay@journalistethics.com).

## 17

The letter Q is the 17<sup>th</sup> letter of the English language alphabet. This character may hold special significance for subscribers of certain faiths and other collectives. The QAnon phenomenon is a contemporary example. This site is an example of many that discuss this contemporary event.

<https://www.qmap.pub/>

## 33

According to many public commentators, number 33 may be used by content creators as a code to refer to Jesus Christ. Number 33 usages may also invert the legacy of this famed historical figure. Some Biblical scholars speculate that Jesus was 33 years old at the time of his death.

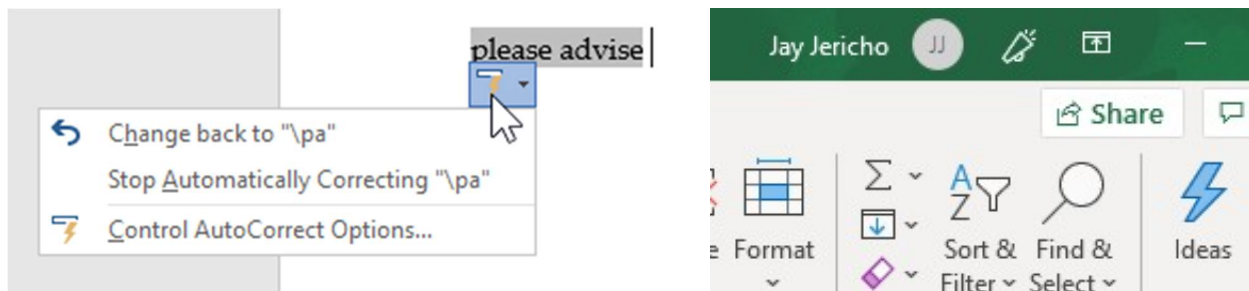
## Images

Lightning bolts are popular inclusions in corporate logos and other creations such as team uniforms worn by elite sports teams. These images are selected examples among the many.



© Oklahoma City Thunder

For reasons that perhaps only Microsoft can explain, lightning thunder bolts are popular displays throughout its software range such as Word, Excel and PowerPoint.



## Hollywood A-listers



Source: <http://canacopegdl.com/keyword/lady-gaga-lightning-bolt.html>

## Free-willed research



¶



Daily Star (2017)

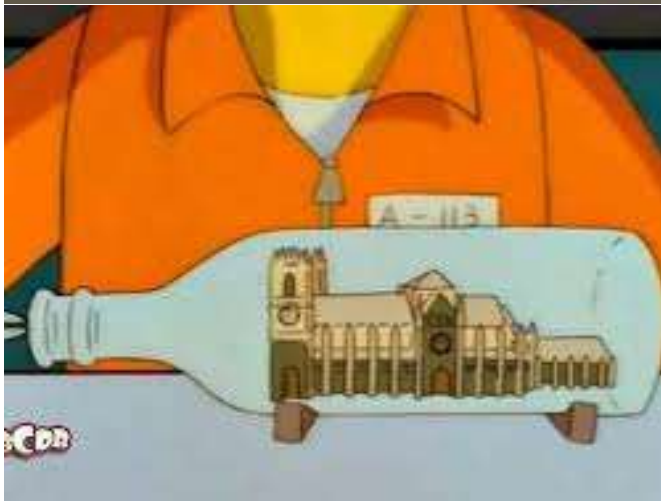
Merkel's standard pose – Check Yahoo Images to confirm.



## Last Words



© 20<sup>th</sup> Century Fox



Random numerical coincidence? Yeh, right.



## Conclusion

Numerals, text, symbols, words, song and performances are common formats that communicate numbers. Cryptic forms are a covert way of communicating numbers.

It is interesting how the masses take for granted the non-disclosed ways that numbers are selected by influential institutions. Why is 112 the international emergency services number?



Analysis and commentary

put forward by the author of this book aimed to sustain a bare minimum offering. The core intent of this book seeks to point towards phenomena that has been discussed in public domains decades before this book was researched. I urge readers to use this document as a basis to conduct their own free-willed research into any matter/s of interest contained in this book.

There are numerous numerical phenomena beyond the handful of examples that I discuss in this text. Whether I choose to write about these numbers and symbols in the future is dependent on feedback that I receive from people like you. Your opinion matters. Yes, you count – big-time.

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